

# How to create your own designs in resilient tile floors

by *C. Eugene Stephenson*

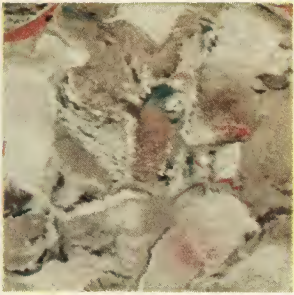
AMERICAN INSTITUTE OF DECORATORS

..... A *Gold Seal*

IDEA BOOK  
FOR  
HOMEMAKERS

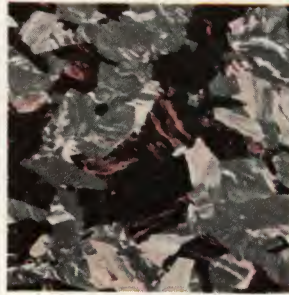


# WHAT ARE THE DIFFERENT KINDS OF RESILIENT TILE?



## LINOLEUM Tile

Time proven, genuine, Inlaid Linoleum in handy tile form gives you outstanding wear, easy cleanability and simple installation—you can cut it with a knife or scissors, without heating. Inlaid Linoleum tile is highly flexible and quiet and comfortable underfoot . . . an outstanding value.

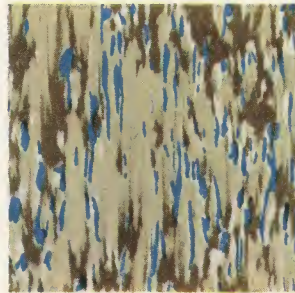


## PLASTIC Tile

Modern science now gives you vinyl plastic floor covering that resists acids, solvents, oils, grease and soaps—with colors that are particularly clear and bright. They're simple to install and easy to keep clean. Available in full thick vinyl plastic and also with cushionized felt backing.

## VINYL ASBESTOS Tile

Truly the all-purpose flooring, this modern type of tile can be used in any area from basement to attic. Vinyl asbestos tile is tough, durable and flexible, and has good resistance to indentation from furniture. Unharmed by dampness, grease, oils, alkalies, solvents or cleaners, it offers long wear with easy care. Ideal for use over concrete.



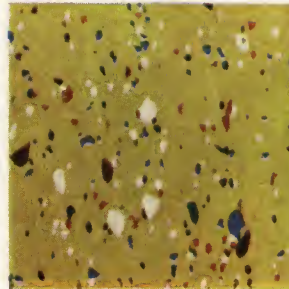
## RUBBER Tile

Rubber has an extra resiliency all its own that gives you a wonderfully quiet and comfortable floor. Household spills wipe up easily, so cleaning is simple. This highly flexible, long-wearing material comes in an inspiring variety of subtle, rich tones.



## CORK Tile

Extremely resilient and comfortable underfoot, cork tile makes an ideal floor for a living room, bedroom or den. Its unique qualities make it a natural insulator and sound-absorber. Soil resistant and easy to clean, cork tile will give years of wear.



## ASPHALT Tile

This is a low-cost, long-wearing flooring, especially suited for installation in basement areas. Asphalt tile is unaffected by the alkaline moisture in cement, has a smooth, uniform surface that resists dirt and spills.

**Gold Seal has a complete line of the finest products in every kind of resilient tile.**

## WHAT ARE THE ADVANTAGES OF RESILIENT TILE FLOORS?

Resilient tile is available in a variety of materials (described above)—to meet every flooring problem.

There are literally thousands of colors and designs to choose from—to suit any decorative theme.

You can personalize your floors with tile—"custom" styling costs nothing extra.

Tile is so easy to care for—a damp mop keeps it sparkling, free of dust and grime.

Certain kinds of tile are impervious to household stains that will ruin many other floors.

It's so easy to install tile yourself—and save as much as one-third of the normal cost.

***There is a Gold Seal tile for every need***



# WHAT KIND OF TILE GOES WHERE?

## IN YOUR KITCHEN:



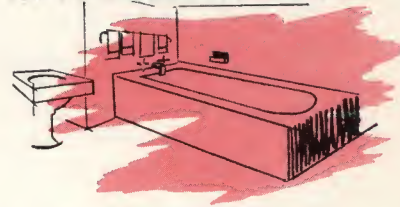
Inlaid Linoleum has long been a favorite for kitchens, so Inlaid Linoleum Tile is a natural choice. Vinyl Plastics and Vinyl-asbestos are also an excellent choice and they're exceptionally resistant to grease and moisture. Not recommended: Asphalt Tile—it has poor resistance to kitchen spills.

## IN YOUR BEDROOMS:



Nothing beats Cork Tile for quiet luxury. However, since a bedroom floor faces no spillage problems, any good tile is a safe bet. Let your budget guide you.

## IN YOUR BATHROOMS:



Rubber Tile has excellent resistance to soap and water. Vinyl Plastics are also a good choice . . . so is Inlaid Linoleum, and it's a bit more economical. Don't use Cork or Asphalt—they're affected by soap and water.

## IN LIVING ROOMS AND DINING ROOMS:



Suit your taste and your pocketbook in the living room. Beauty and comfort are the primary considerations. In the dining room, avoid Cork because of spills. We recommend Vinyl Plastics and Inlaid Linoleum.

## IN YOUR HALLWAYS:



Front halls—any kind of tile that suits your taste is a good choice. Plastics are tops, though. The back hall is a different story. Pets, muddy feet, snow tracks give the floor a beating. Recommended: Vinyl-asbestos, Vinyl Plastics or Inlaid Linoleum Tile.

## IN YOUR PLAYROOM OR WORKSHOP:



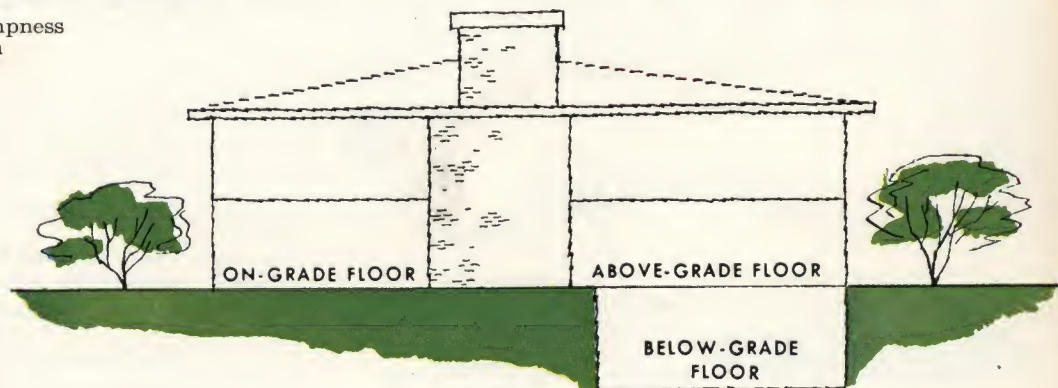
Low-cost, long-wear, Vinyl-asbestos is our first choice. Other tile such as Linoleum or Vinyl Plastics may be used, depending on the sub-floor grade (discussed below). Asphalt is a good economy floor here if no oil or grease are present.

## BEFORE YOU DECIDE ON THE KIND OF TILE FOR EACH ROOM, YOU MUST CONSIDER THE GROUND LEVEL

**Below Grade**—If a basement floor is below the level of the ground, it's called "Below Grade." Vinyl-asbestos and Asphalt Tile are the only types of tile recommended for "Below Grade" installation, where dampness is always present in the concrete—even though not visible.

**On Grade**—If the floor is concrete, level with the ground and has no basement or air space beneath it, it is called "On Grade." For these "On Grade" installations, you may choose from Vinyl Plastics, Vinyl-asbestos, Cork, Rubber or Asphalt Tile.

**Above Grade**—Any floor above the level of the ground with air space beneath is called "Above Grade." You can use any tile for "Above Grade" installation; Inlaid Linoleum, Vinyl Plastics, Vinyl-asbestos, Cork, Rubber or Asphalt.



**Radiant Heating**—Every type of tile may be installed over radiant heated floors. Of course, the first consideration in choosing tile is whether the floor is below, on, or above-grade, as discussed above.

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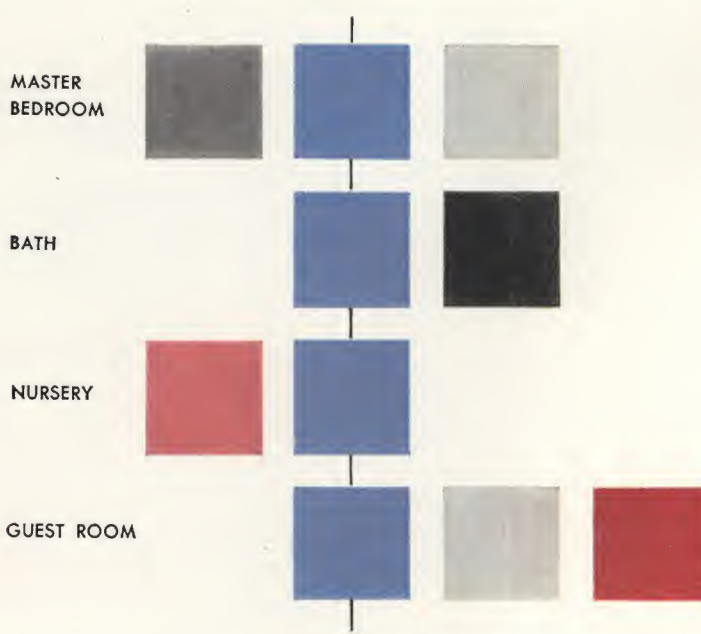
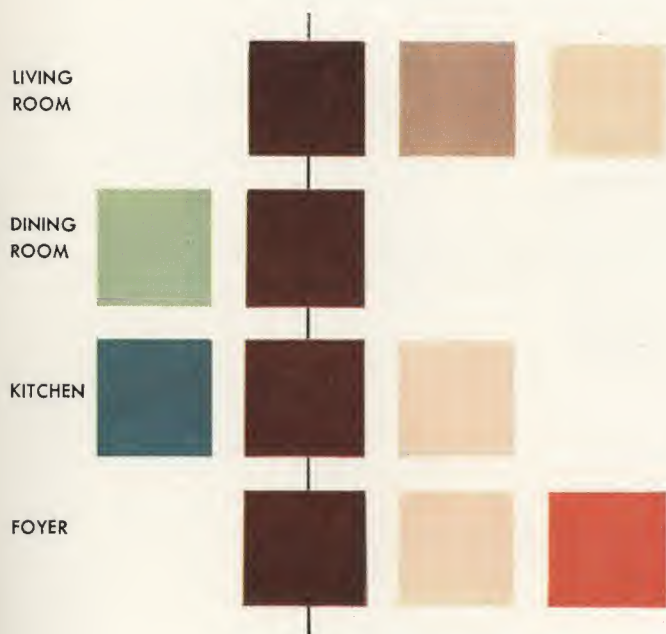
# HOW TO CHOOSE YOUR COLOR SCHEMES

The charts below show you how you can tie your whole color scheme together, room to room, yet still have variety and individuality among the rooms. The one color you select to carry through all the

rooms need not be used in the same way in each room. You might use this "key" color on the floor in one room, on walls in another, and in draperies or upholstery in still another room.

**Main-floor color scheme based on a brown shade.**

**Upstairs rooms taking a blue tint as their common color.**



## HOW MUCH LIGHT AND SUN DOES EACH ROOM GET?



**South and West Rooms** are usually sunny most of the day and so have a naturally warm feeling about them. In these rooms you can afford to use cool blues and greens.

**North and East Rooms** get less sun, tend to seem cooler. The warmer colors of rose, beige and peach are generally recommended for these rooms.

**With small windows**, rooms definitely need the brightening effect of light floor tones. Avoid dark walls and dark furnishings.

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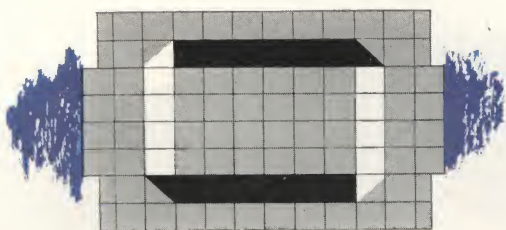
# HOW TO USE DESIGN TO BEST ADVANTAGE

*Remember these simple principles of design...*

1. Keep your floor design from becoming cluttered, never use more than 3 or 4 colors in it.
2. If a room has many pieces of furniture, a simple design will show them off to best advantage.
3. Use busy, "loud" designs only in active areas such as game rooms or rumpus rooms—living and dining rooms need quiet, subdued designs.

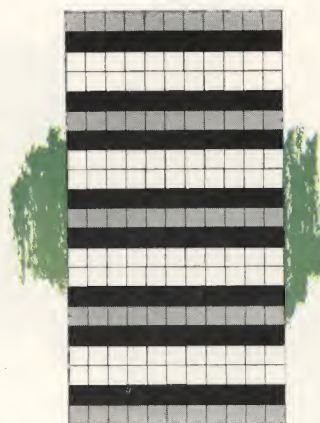
## How to handle special problems

### SMALL ROOMS:



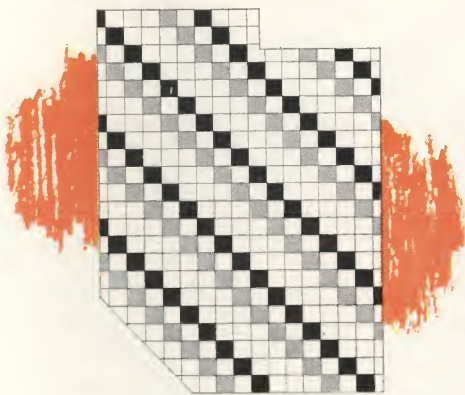
These areas usually lend themselves best to small designs. For example, this ribbon border is used in an entrance hall about 6' x 8'. Notice how the design is kept as simple as possible, with the border one tile wide. The "turned" effect at the corners adds just a touch of interest. A simple color scheme also goes best in small rooms. For suggestions, see Designs #4, 5, 7, 8, 17, 20 & 23 on the following pages.

### NARROW ROOMS:



Rooms of rather "tight" dimensions one way, can be made to look wider if you use stripes of contrasting colors, either diagonally or straight across the narrow dimension. Select subtle colors if the room is conservatively decorated or bold colors if it's a brighter room. The room shown is approximately 8' x 16' with stripes 9" and 18" wide in three colors. Naturally, the smaller the room, the narrower the stripes should be.

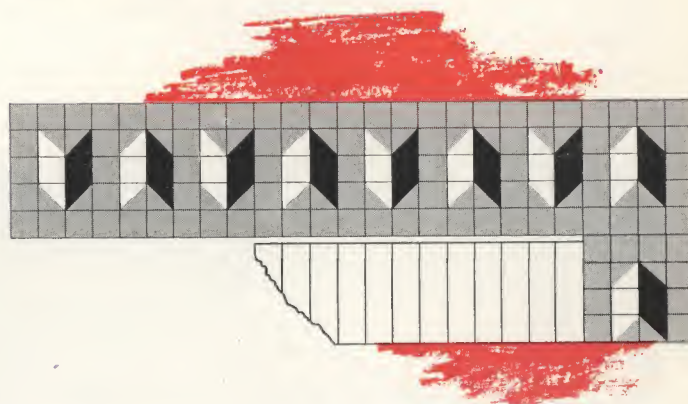
For suggestions, see Designs #1, 3, 4, 5, 17, 18 & 23 on the following pages.



### CUT-UP ROOMS:

Turn the irregularity of these rooms into an advantage by using an irregular design. Here, a corner fireplace is played up by a diagonal "quilt" pattern that directs your attention to the fireplace. The pattern also tends to play down the awkward corner "jog" by simply ignoring it. Another idea is to feature an "irregularity" by placing a design near it on an otherwise plain floor. For example, a diamond design in front of a bay window, or a star design in front of a stair landing.

For suggestions, see Designs #4, 5, 8, 18, 19, 21 & 22 on the following pages.



### HALLWAYS:

In addition to various stripe and overall patterns, consider the possibilities of special geometric designs like the one shown here.

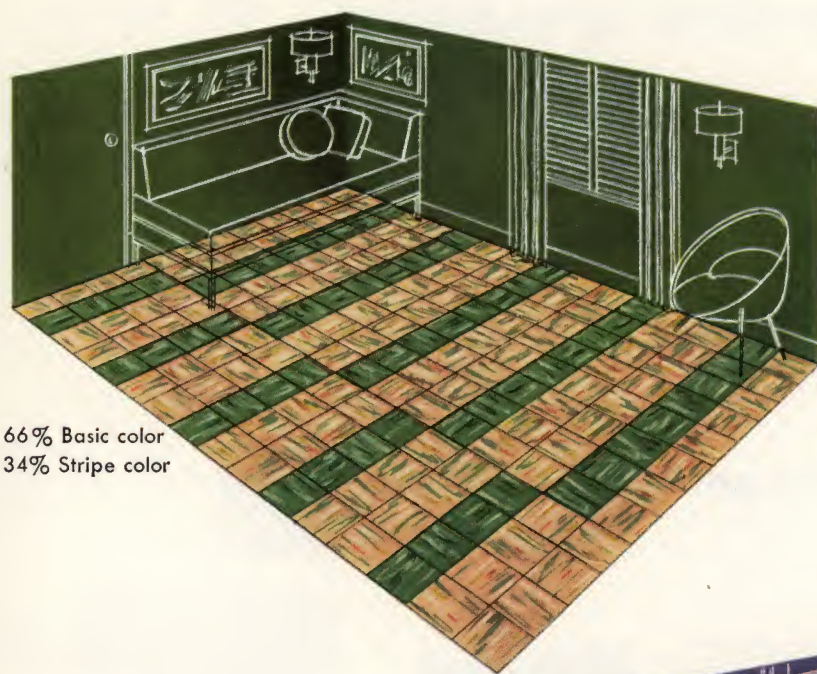
For suggestions, see Designs #1, 3, 4, 5, 8, 10, 17 & 23 on the following pages.

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## HERE ARE SOME SUGGESTED DESIGNS

ALL DESIGNS SHOWN ARE SCALED 9' x 12' FOR EASY COMPARISON.  
DESIGNS RECOMMENDED FOR LARGER ROOMS ARE SPECIFICALLY NOTED.



66% Basic color  
34% Stripe color

### ◀ DESIGN #1

For living room; family room

The "broken" or "staggered" stripe is especially pleasing in modern rooms. The "break" in the stripe should line up with some architectural or structural line such as the edge of a door or window. It is better when the stripe breaks in uneven proportions, such as  $\frac{1}{4}$  or  $\frac{1}{3}$  of the width or length of the room, not exactly half. The break will be subtle or sharp, depending upon the color combination selected. Shown here: Emerald green stripes on tan background.

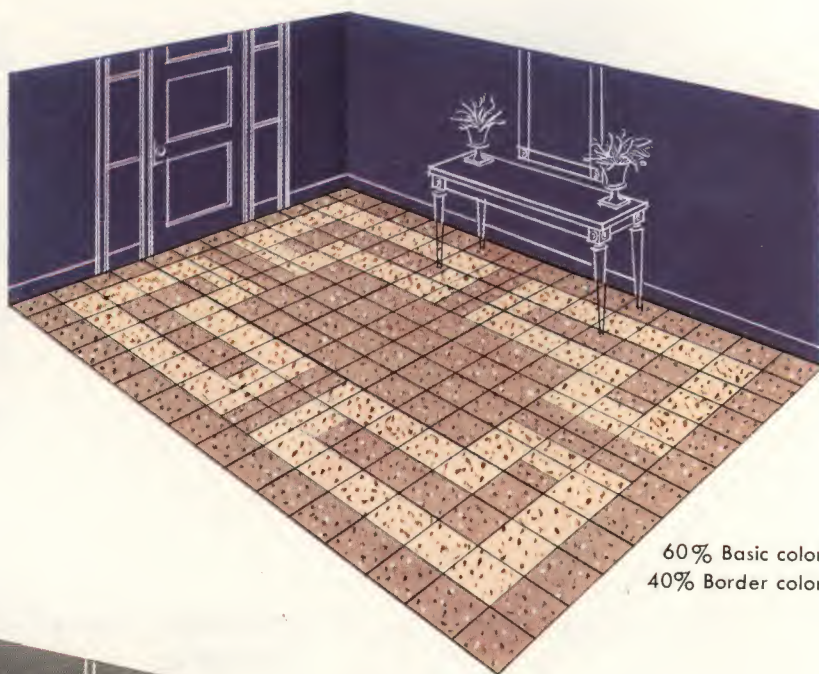
**Other Color Combinations:** Yellow stripes on brown; pink on brown; beige on brown; light green on dark green; light blue on charcoal; coral on dark grey.

### DESIGN #2

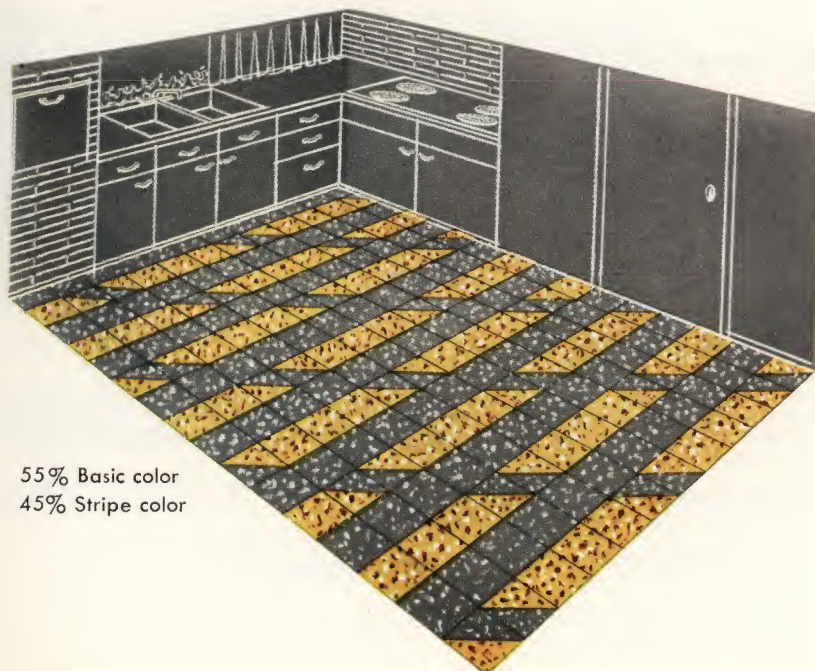
For halls; dining room ▶

This border treatment, featuring broken rectangles, is a simple but effective design. A cool color scheme goes best with this rather impersonal style. Don't use this design in a room that has an abundance of furniture, as the design needs to have space to "breathe." Shown here: Orchid mist with taffy borders. Woodwork in ivory—walls and ceilings, lavender.

**Other Color Combinations:** White with red, blue or green borders. Almost any color can be used as the background, with white borders; but tie in the wall color with a darker or lighter tint of whatever hue you select. Example: dark green with white borders—pale green walls.



60% Basic color  
40% Border color



55% Basic color  
45% Stripe color

### ◀ DESIGN #3

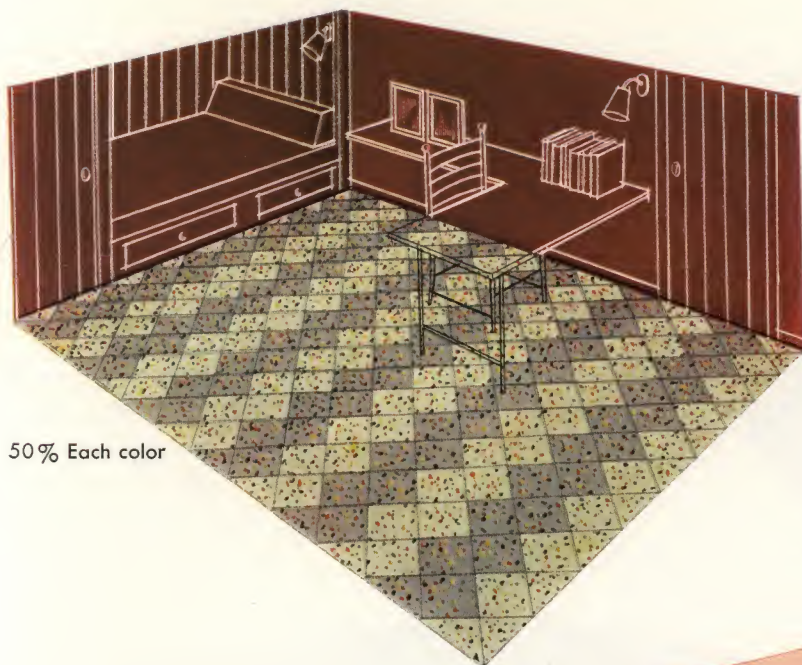
For kitchen; halls; bath

For bright contemporary rooms with lots of white or light wood, a charcoal grey floor can lend a quality of depth and sophistication. If you have wrought iron furniture, paint it white. With this charcoal background use a tile inset consisting of pointed bands 9" wide of yellow tile. By cutting some of the tiles on the diagonal, a diagonal over-stripe effect can be achieved.

**Other Color Combinations:** Blue background with white bands; red with white; brown with beige; green with yellow; black with platinum grey; beige with tan.

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50% Each color

#### ◀ DESIGN #4

For child's room; family room

Rooms that "take a beating" needn't be drab. This boy's room, for example, is modern and colorful, yet perfectly practical. For a young lady or little girl you would use more delicate colors, of course, but stick to the same basic design. Be sure all directional texture runs the same way in each color or both colors. Shown here: Grey and off-white.

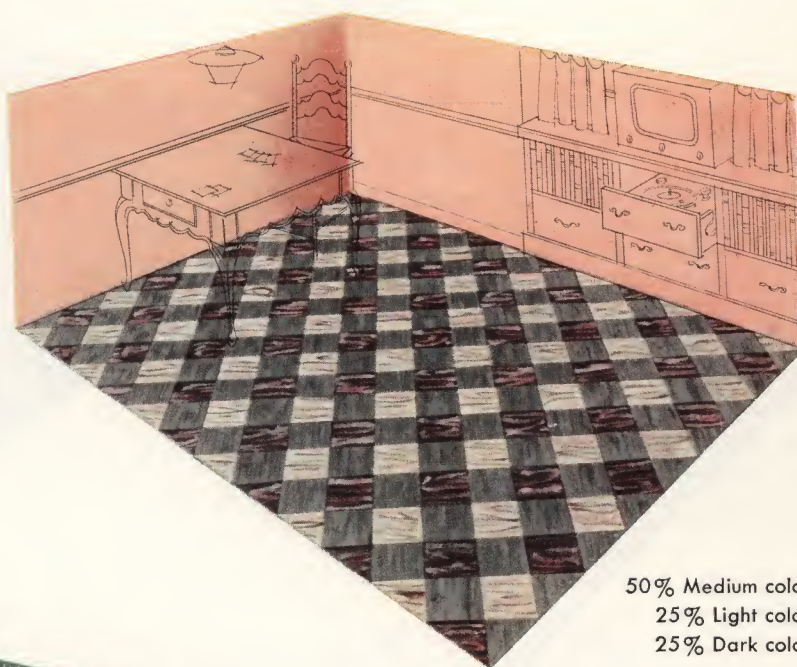
**Other Color Combinations:** Good "young" colors are pink and white; blue and yellow; blue and white. For game rooms try green and tan; beige and red; black and white; or red and brown.

#### DESIGN #5

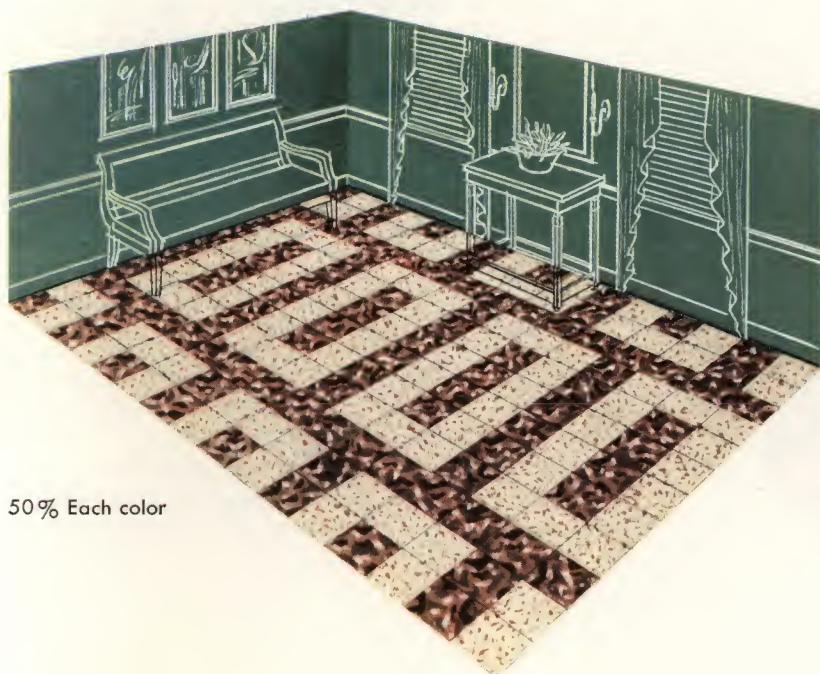
For most any small room ▶

**Space works for you with this design.** It extends the visual size of the room by the use of diagonal lines. Wall color can be any one of a variety of light tones. In planning your design, remember that the background tile is either the lightest or darkest color—the bands are the medium tones. Shown here: Two shades of grey, with white.

**Other Color Combinations:** Given in order of lightness as shown here—white, light pink and dark pink; light green, dark green and dark grey; white, beige and brown; yellow, orange and brown.



50% Medium color  
25% Light color  
25% Dark color



50% Each color

#### ◀ DESIGN #6

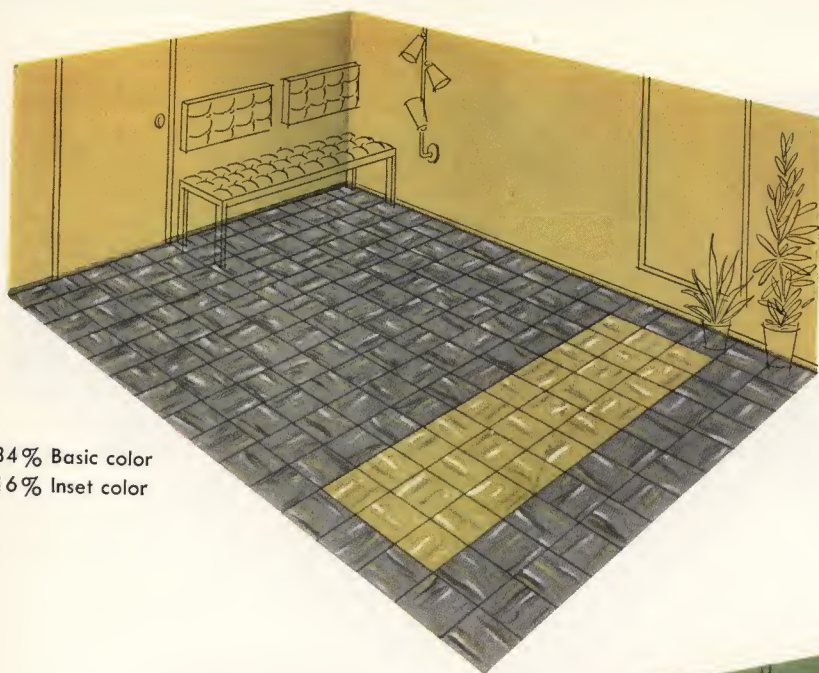
For halls; dining room

**For any large area, such as a foyer or dining room,** this pattern of rectangles or squares creates a wonderful feeling of simple dignity. The pattern looks well in a wide variety of color combinations, provided you avoid too-sharp contrasts. Furnishings should be used simply and sparingly in keeping with the dignity of the floor. Shown here: "Venetian" style beige background with ivory rectangles.

**Other Color Combinations:** Grey background with yellow rectangles; white with light green; black with beige; blue with light blue; brown with pink; red with beige; orange with brown.

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84% Basic color  
16% Inset color

## ◀ DESIGN #7

For halls; living room

If you have a contemporary home, or even a feeling for this popular style of furnishing and architecture, this design will express your taste in that direction. To call attention to a certain part of your room or a particular group of furnishings, use a plain background with a set-in panel of color that is located in the area you wish to feature. Shown here: Grey background with yellow panel.

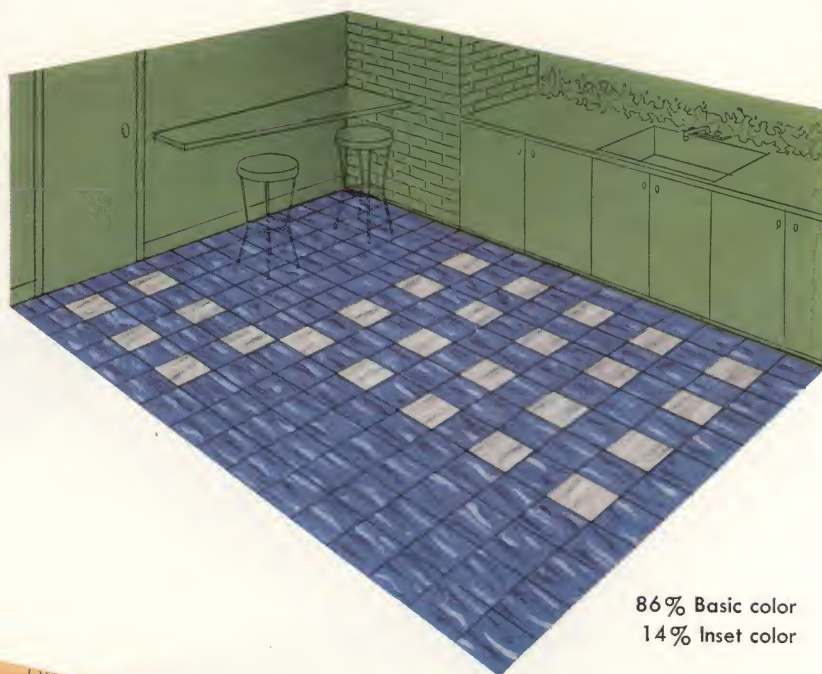
**Other Color Combinations:** Black or white background with almost any contrasting panel color; colored floor with white panel. (Use white walls in this case.)

## DESIGN #8

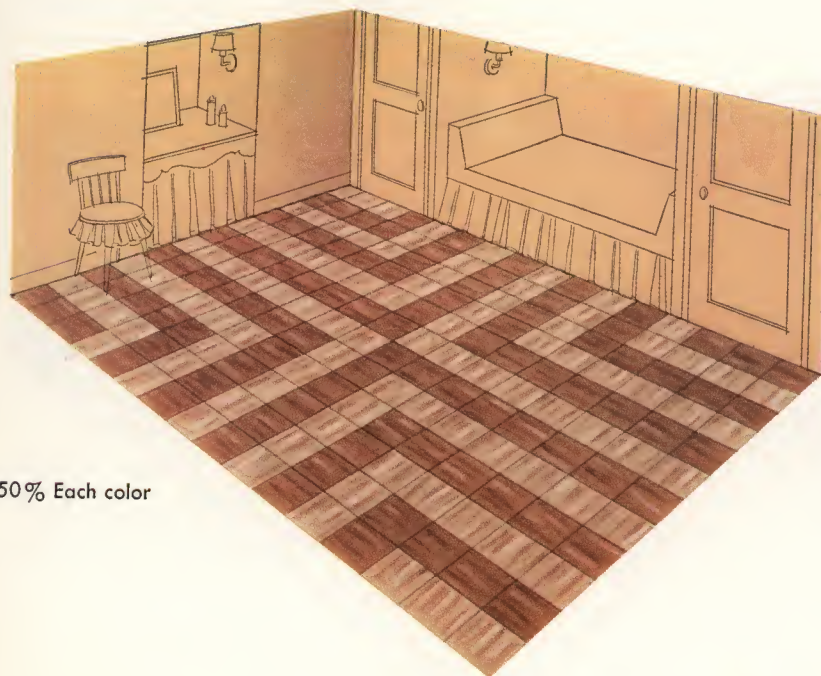
For kitchen; family room ▶

Your most lived-in rooms can blossom into pleasing, hospitable areas if you use a little ingenuity and well-placed color. This kitchen has been made more attractive by breaking it into separate areas of interest. You'll notice that the design areas have been aligned with the door and sink cabinet. Always be sure to align your design areas with some such break in the wall area. Shown here: Grey squares in a bright blue background.

**Other Color Combinations:** Medium green with white squares; grey, red squares; white, pink squares; brown, beige squares; red, yellow squares; yellow, brown squares.



86% Basic color  
14% Inset color



50% Each color

## ◀ DESIGN #9

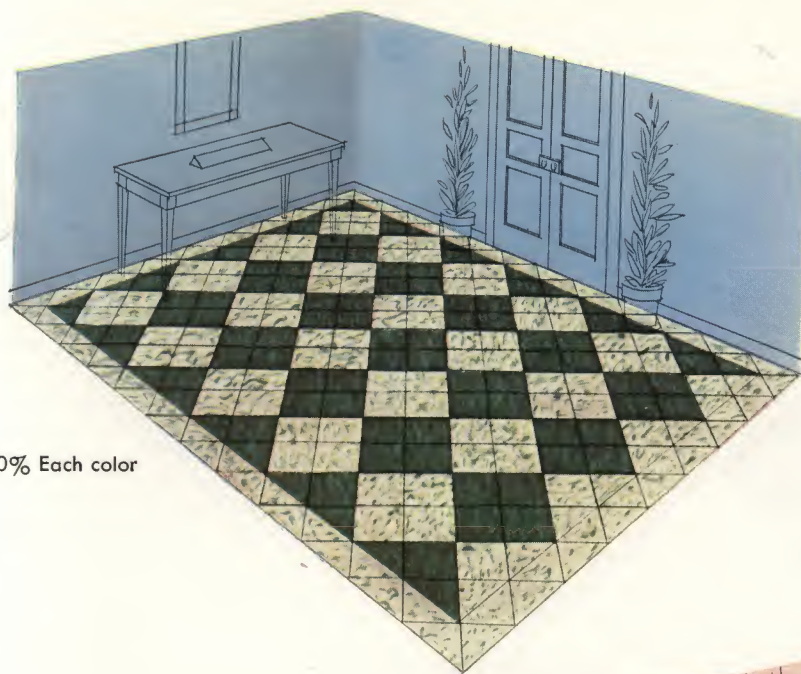
For most any room

To make a room relaxing as well as interesting in terms of design and color, here's a restful, well-balanced pattern that suggests wide-plank wood flooring, yet varies enough to give the room a design "lift." The result is a room that is restful but not dull. Shown here: Tan and brown. (Note the direction of the texture in each color. This is very important to the design.)

**Other Color Combinations:** Light and dark grey; white and pale pink; white and pale blue; light and dark green; red and beige; aqua and dark green.

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50% Each color

## ◀ DESIGN #10

For halls

Beautiful but simple entrance halls are easy to create if you use this tasteful diagonal "block design." And the pattern can be easily adapted to any size area by simply expanding or reducing the size of the blocks. Just remember to use a border all around to absorb leftover space and permit you to work out your blocks on all sides. Shown here: One 18" block and border of white with green flecks, other 18" block of dark green.

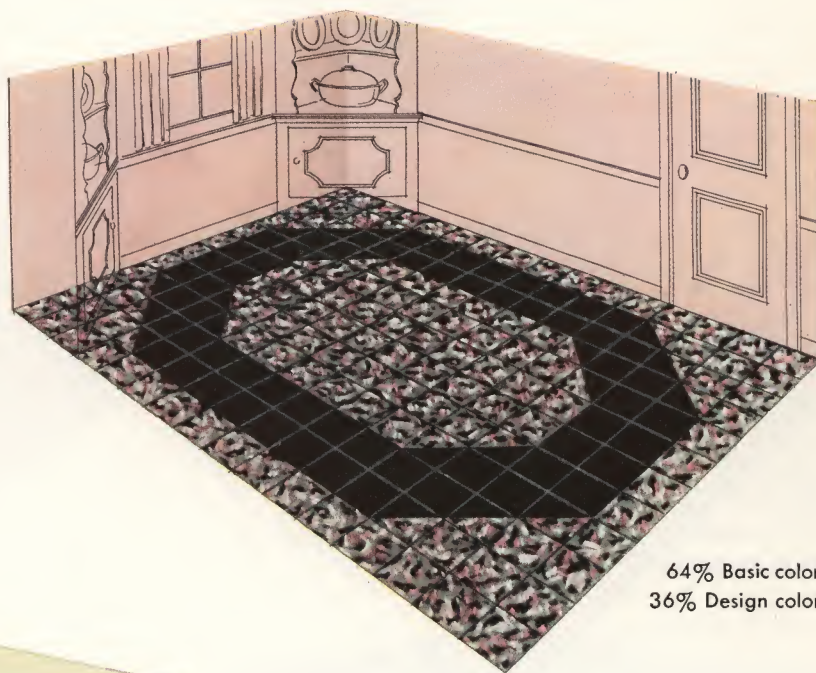
**Other Color Combinations:** Blue and white; red and white; brown and beige; chartreuse and brown; yellow and dark grey; light grey and white; black and white.

## DESIGN #11

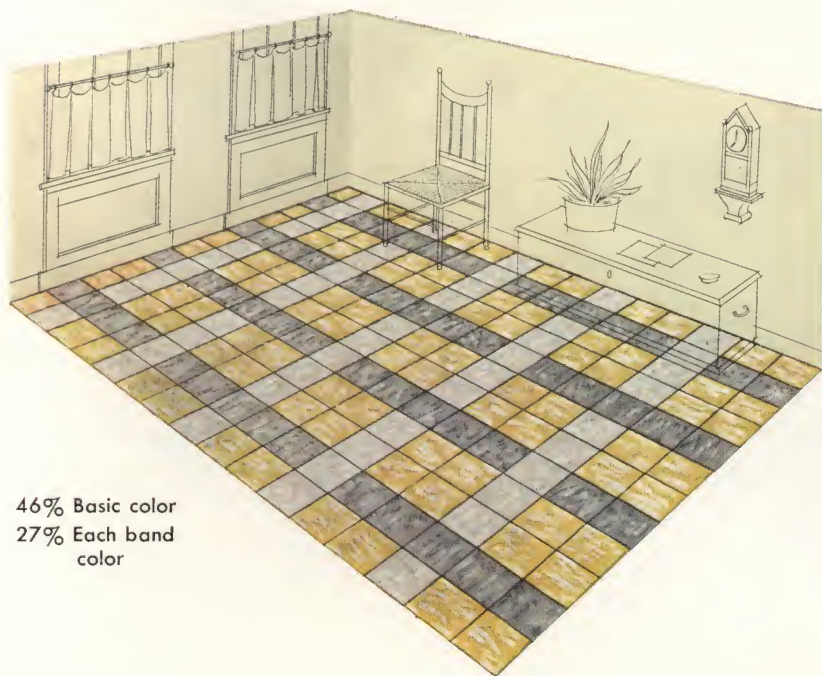
For dining room; halls ▶

For those who prefer subtle colors and cheerful, though rather formal dining rooms and foyers, this rectangular pattern with "cut" corners is distinctive and charming. The colors, as you can see, should be closely related—not too contrasting. And, of course, the pattern is definitely not recommended for irregular rooms. Shown here: Solid black pattern on a figured background of black with pink and white flecks.

**Other Color Combinations:** Medium blue with white design; red with beige; medium grey with yellow; dark green with light blue.



64% Basic color  
36% Design color



46% Basic color  
27% Each band color

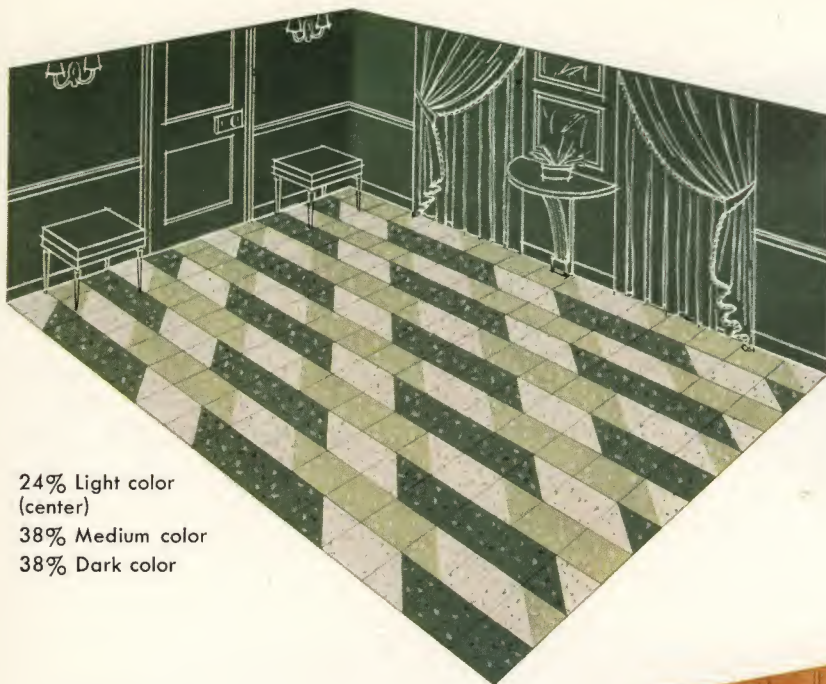
## ◀ DESIGN #12 For a large living room; bedroom

The "open" or "wide placed plaid" has a wonderful way of fitting in with almost any decorative plan if upholstery and drapery fabrics are kept plain or of small design detail. And this floor pattern needn't always be bold, as the above color scheme shows. It can be subtle, and still be quite colorful. Naturally the room must be large to accommodate a pattern this size. Shown here: Yellow background with dark and light grey bands.

**Other Color Combinations:** Light and dark green on a brown background; pink and blue on white; red and brown on beige or cream; blue and green on white; chartreuse and brown on white.

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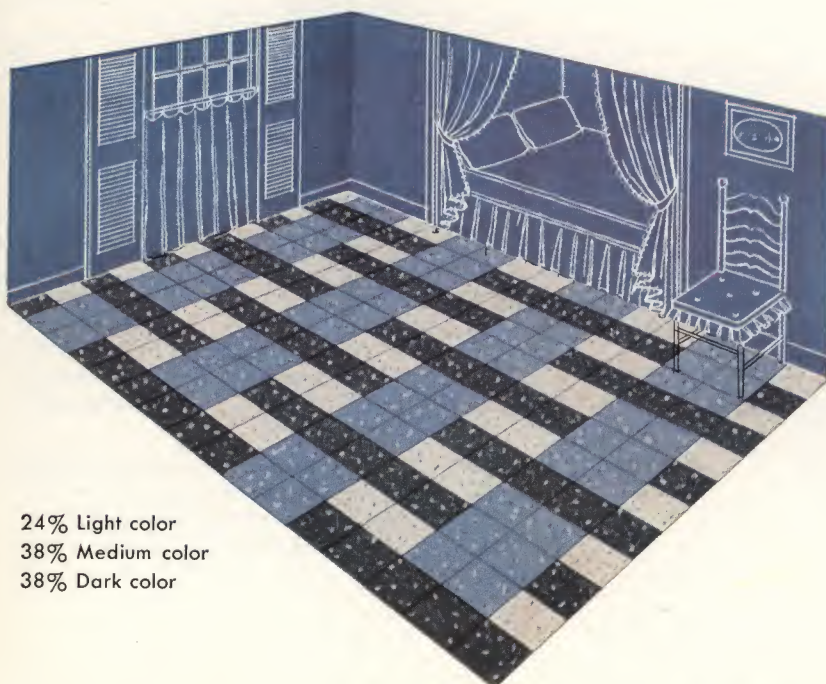
24% Light color  
(center)  
38% Medium color  
38% Dark color

#### DESIGN #14

For family room ►

For family rooms, this pattern can act as an interesting and colorful space divider. If there are "traffic lanes" or grouped furniture areas, the design does a neat job of defining those areas in a distinctive way. Try using colors that will play up the furniture to best advantage. And be sure that the inset panel is large enough to accommodate the furniture without crowding it. Shown here: Turquoise and beige.

**Other Color Combinations:** Warm combinations are beige and brown; coral and grey; brown and tan. Cool combinations are green and ivory; blue and beige. Also excellent in black and white.



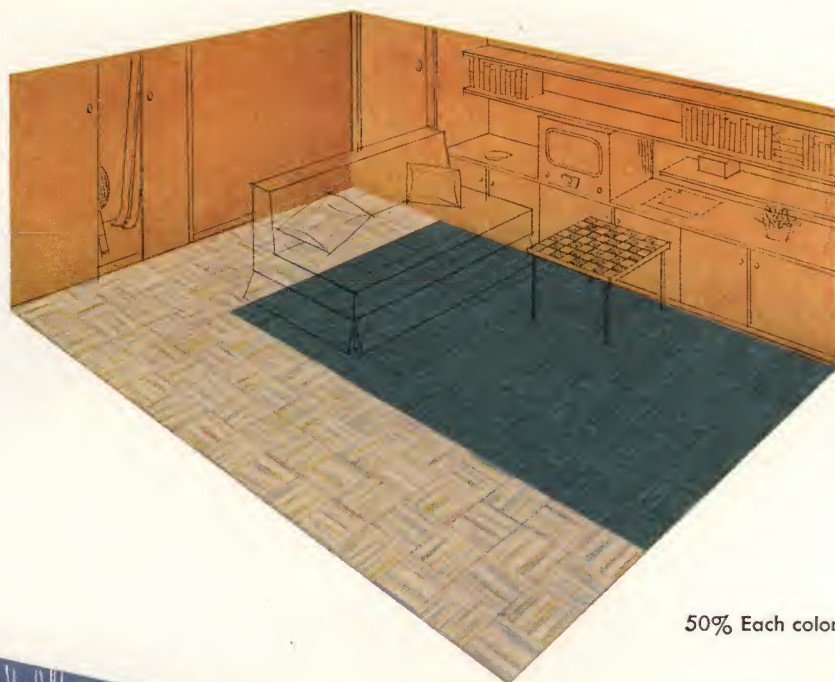
24% Light color  
38% Medium color  
38% Dark color

#### ◀ DESIGN #13

For living room; dining room

Here's a design that is reminiscent of some old Italian marble floors. The subtle colors add to the look of richness that is especially good in a living or dining room. The white areas can be lengthened, if you like, and used this way across the *width* of the room, they'll tend to make it seem wider. Shown here: White with light and dark green.

**Other Color Combinations:** Always keeping the light color in the center of the frame, try two shades of blue with white; two shades of purple with white; beige, brown and white; black and white with orange center; black and white with bright pink center.



50% Each color

#### ◀ DESIGN #15

For child's room; bedroom

For a child's room, dining room or bedroom, this bold, basket-weave pattern works equally well with either bright, strong colors or softer, more subdued shades. It is especially pleasing for rooms decorated in simple Early American or French Provincial style. The pattern works well in most rooms 9' x 12' or larger, but in smaller rooms the pattern repeat is really too massive to fit properly. Shown here: Blue, black and white.

**Other Color Combinations:** Tan, light beige and brown; pink, red and white; white with light and dark green; yellow, brown and white.

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50% Each color

#### ◀ DESIGN #16

For family room

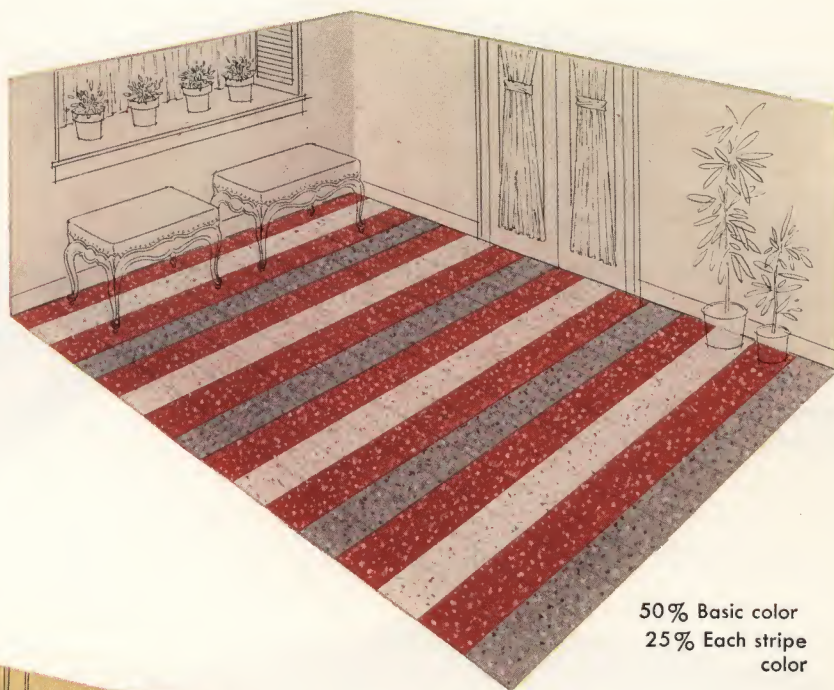
Colonial furniture is best "set off" by a fairly simple but stylized background that harmonizes with deep, quiet and conservative wood and brass tones. These large rectangles (18" x 27") can be done in contrasting colors, or one color plus a neutral color. You can adapt the size of the rectangles to suit the size of the room. Just be sure that the texture in all tiles of the same color always goes in the same direction and that the texture of all tiles of the second color goes at right angles to the texture of the first color. Shown here: Cocoa with mocha.

**Other Color Combinations:** Any color with white or off-white; combination of light and dark blue; light and dark grey; light and dark green.

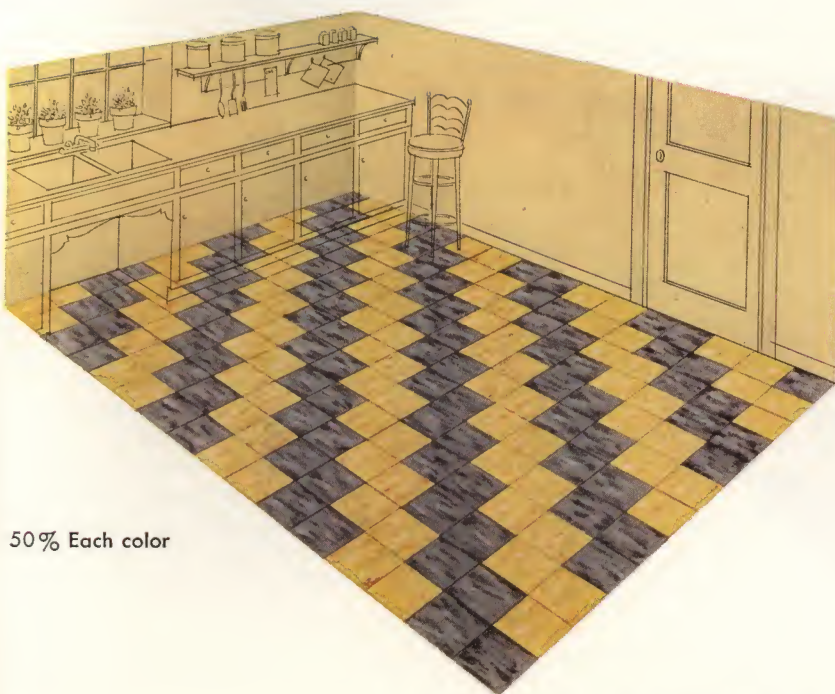
#### DESIGN #17 For most any room with few windows ▶

Rooms with few windows need this sort of brightening to relieve their rather gloomy aspect. For the "bright stripe" treatment, pick a bright color that you especially like, and mix it with two pale, or neutral colors. For narrow rooms, run the stripes across the narrow way and you'll create the illusion of much more width and space. Shown here: Geranium with grey and white.

**Other Color Combinations:** Blue background with black and white stripes; black with pink and blue stripes; red with beige and white stripes; brown with yellow and beige stripes; white with orange and yellow stripes.



50% Basic color  
25% Each stripe color



50% Each color

#### ◀ DESIGN #18

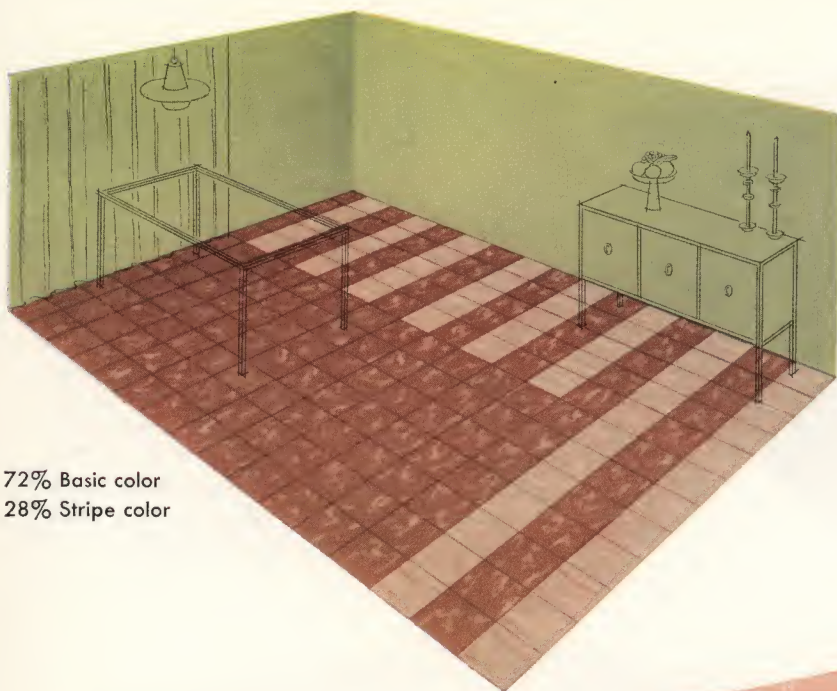
For kitchen; halls; family room

For kitchens especially, a warm and sunny yellow is highly recommended. But this pattern needn't be confined exclusively to yellow—nor need it be confined to the kitchen—the staggered blocks are prescribed for any irregular room or area, in the colors that fit best. Shown here: Yellow and grey.

**Other Color Combinations:** Black and white; blue and white; two shades of green; beige and brown; pink and red—a bit tricky to handle, but good with white walls and woodwork.

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72% Basic color  
28% Stripe color

#### ◀ DESIGN #19 For a large living-dining room; family room

You can separate parts of a large room, give an area a look of importance and distinction, by using this striped design. In the dining area of a living room, for example, this treatment tends to set the area aside from the rest of the room. In doing this, however, remember that the "active" dining area with its chair and table legs needs the conservative, plain floor...the open living area gets the stripes. Shown here: Soft brown with beige stripes.

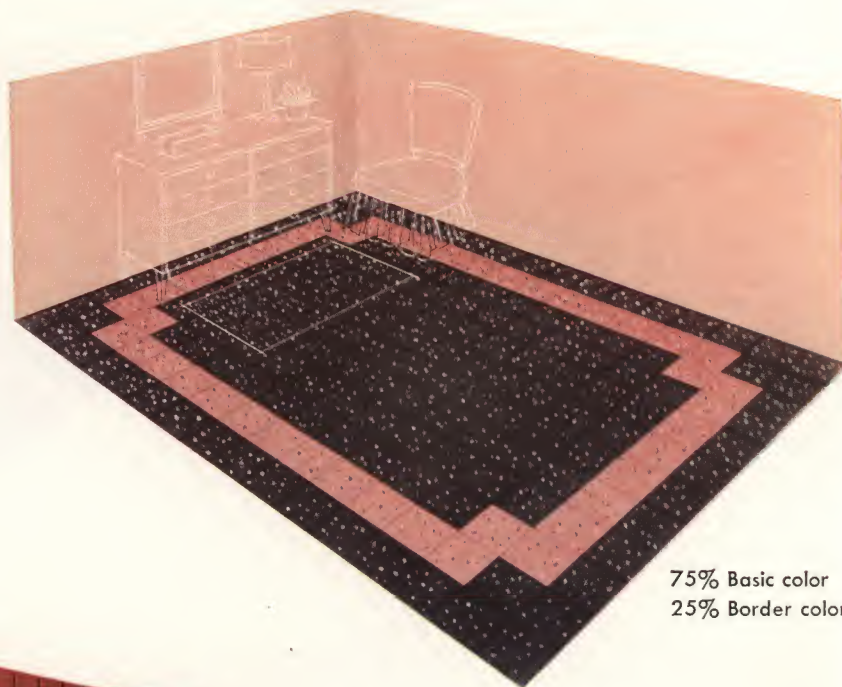
**Other Color Combinations:** Blue and beige; brown and white; black and white; red and beige; yellow and brown; blue-green and brown; beige and black; almost any two values of the same color.

#### DESIGN #20

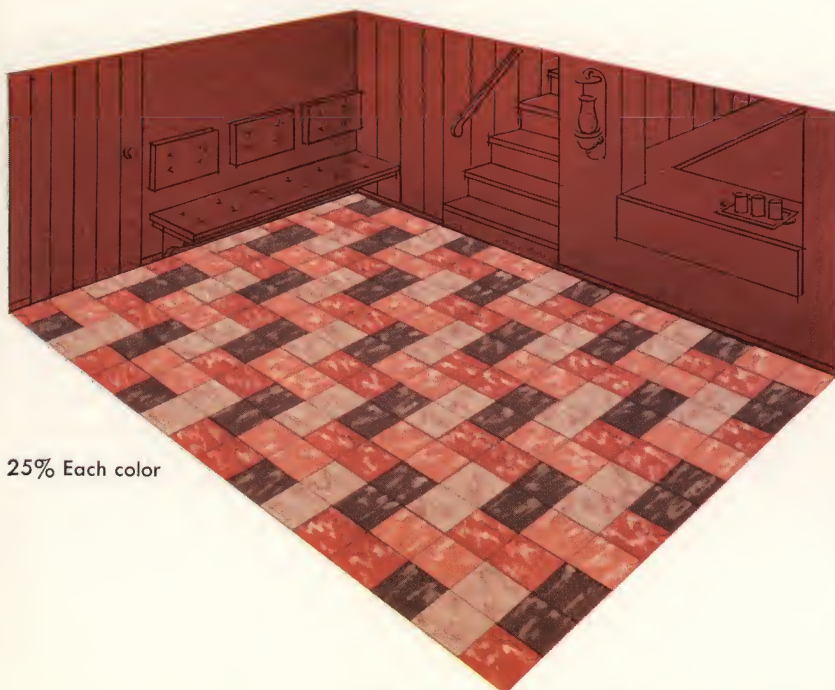
For a large, formal room ▶

You can use this pattern in any good-sized room that isn't too modern and has a definitely formal feeling. Naturally, it's completely out of place in an irregular room having jutting or uneven wall lines. Notice that the 9" band is interrupted only at the corners where it's "broken" by one tile placed inside the border. Shown here: Charcoal with pink.

**Other Color Combinations:** Black and white; brown and beige; red and white.



75% Basic color  
25% Border color



25% Each color

#### ◀ DESIGN #21

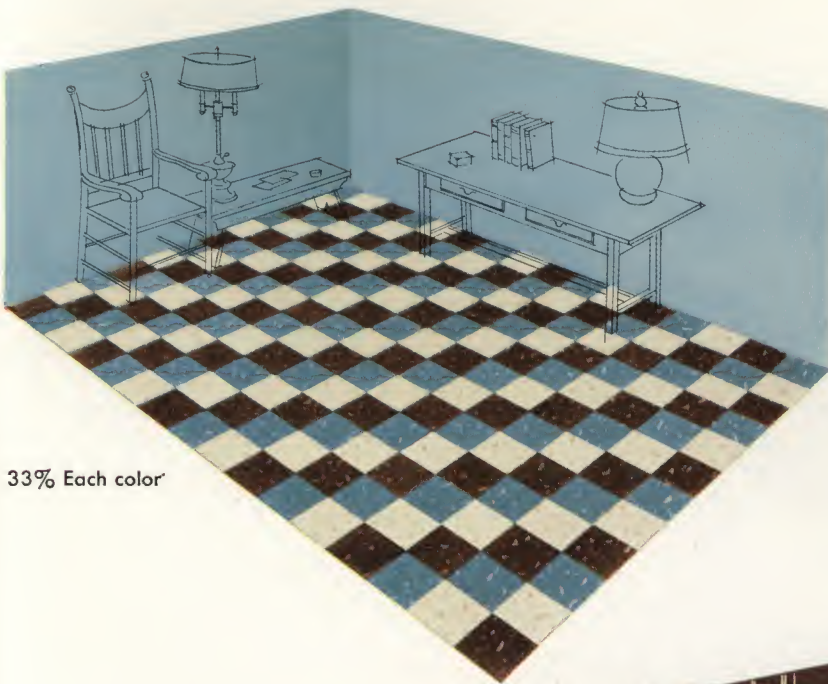
For family room

This uniform, casual "quilt" pattern uses three related colors and one lighter, more neutral tone as an accent color. In this kind of active, family room a conservative floor goes best. Too many colors will make the floor "jump out at you". So it's wise to use all warm colors—as we have done—or use related "cool" hues. Shown here: Terra cotta, brown, beige and coral, as an accent. Ideal with pine, maple, oak or light-toned furniture.

**Other Color Combinations:** Blue, green, blue-green and chartreuse; black, grey, light grey and white; yellow, orange, brown and beige; red, brown, pink and white; light and dark green with chartreuse and yellow.

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33% Each color

## ◀ DESIGN #22

For living room; dining room

The simple, overall geometry of this design is gay, bright, thoroughly informal. But, as with almost any "quilt" pattern, the three colors should be related fairly closely to each other and to the other colors in the room. If not, the floor tends to get a bit "wild" looking. Use two warm tones or two cool tones with a third neutral or accent color. Incidentally, this design is excellent in broken up rooms, since it helps hide the irregularities. Shown here: Turquoise accent tone with mocha and taffy.

**Other Color Combinations:** Cream, beige and brown; white, light grey and dark grey. For something brighter, try pink, flame and brown; yellow, brown and white.

## DESIGN #23

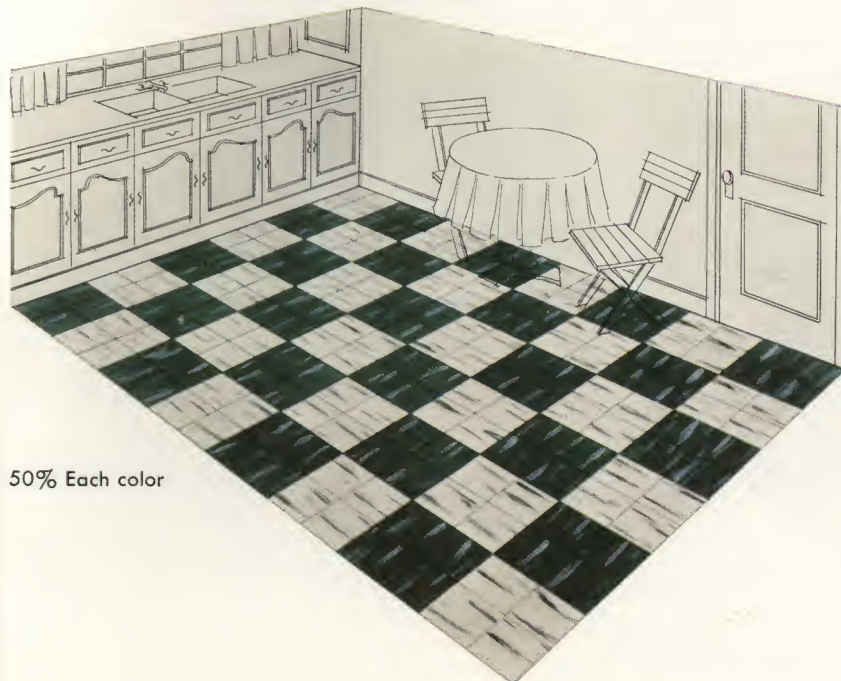
For a provincial room ▶

A subtle background for your furnishings—especially in a provincial room—is this 9" stripe design in softly contrasting tones of the same basic color. The pattern is mellow... reminiscent of wood plank flooring. With the stripes going across the width of the room, this design will make a narrow room seem much wider. Be sure that the directional pattern of each color flows all one way. Shown here: Light beige and medium beige, flecked with white.

**Other Color Combinations:** Almost any two values of a soft color. If you want a very dramatic effect, try black and white; blue and beige; grey and white.



50% Each color



50% Each color

## ◀ DESIGN #24

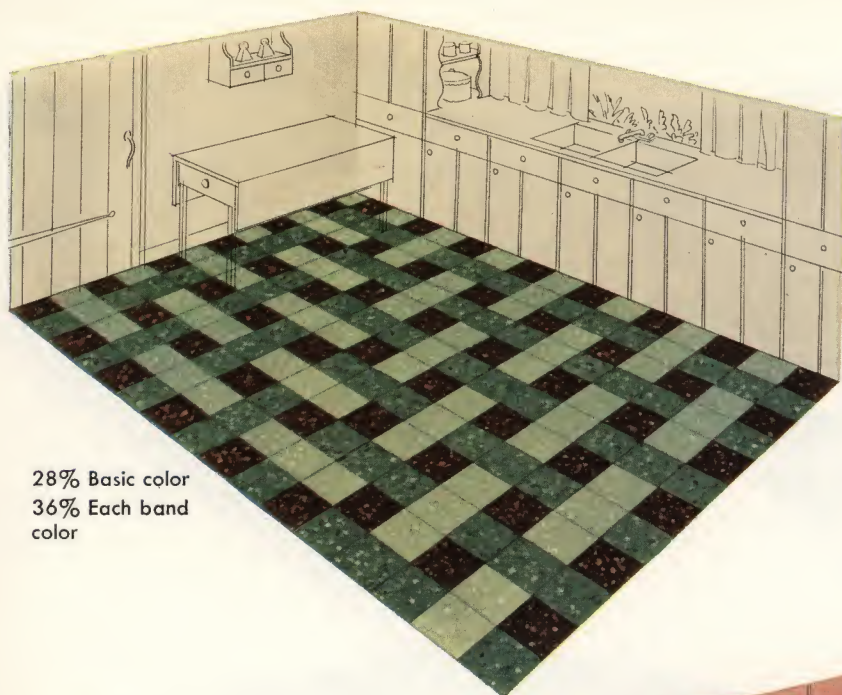
For kitchen; halls

Here's a bold background using 18" squares of contrasting colors. This design can also be enlarged for bigger rooms—or reduced to 9" squares for smaller rooms. By varying the color contrast of the squares, you can create designs that are quite bold (black and white) or more conservative (using two related colors). Shown here: Green and grey.

**Other Color Combinations:** Beige and brown; green and white; grey and white; blue and white; pink and grey.

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28% Basic color  
36% Each band  
color

#### ◀ DESIGN #25 For kitchen; dining room; family room

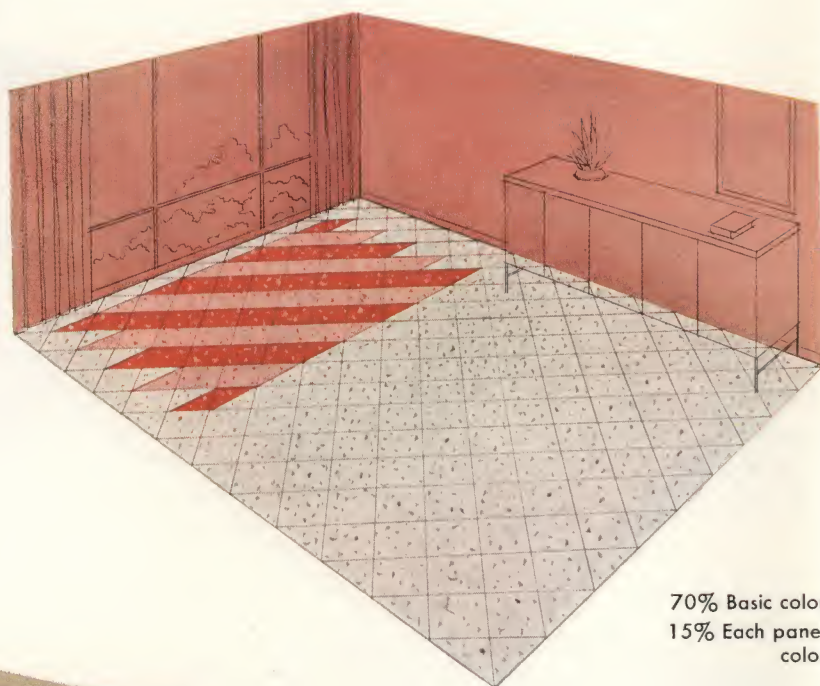
You can bring out the beauty of your pine, maple or other light-tone woods if you use a floor design that has quiet, flattering color and informal design. This room setting demonstrates our point. It features a simple basket weave effect of two different color bands against a neutral background—a combination that's ideal with pine or maple. Shown here: Light and medium green bands with cocoa background.

**Other Color Combinations:** Beige, brown and red; blue, beige and white; blue-green, cream and white; orange, yellow and red; beige, blue-green and taupe. All go well with light woods.

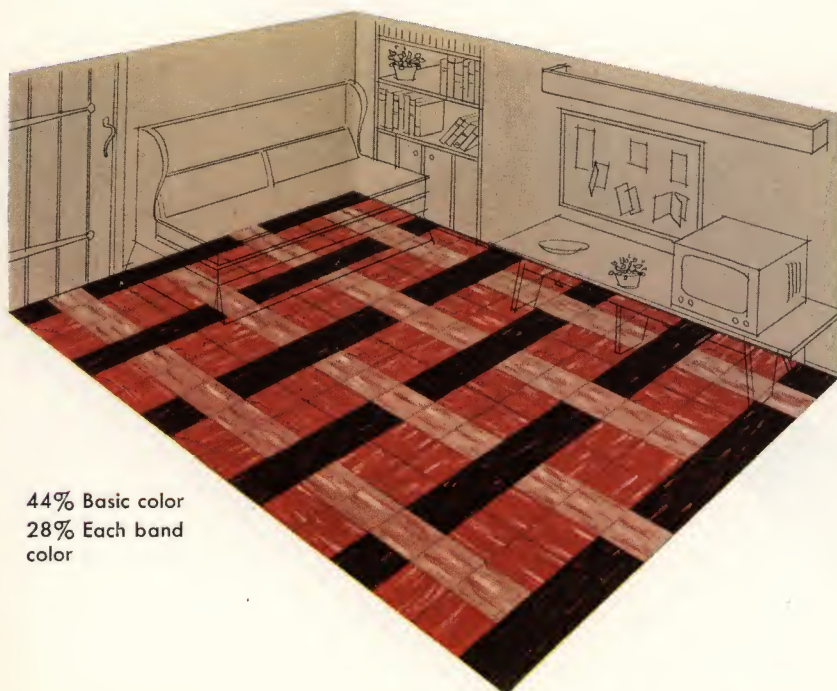
#### DESIGN #26 For living room; dining room ▶

A "rug" panel like this can be used to set off any prominent feature of a room—a picture window, fireplace or important grouping of furniture. While not recommended for rooms with traditional furniture, the bold, interesting use of half-tiles makes the design particularly well suited to a contemporary setting like this one. Shown here: White, pink and flame.

**Other Color Combinations:** Black with light and dark blue panel; grey with yellow and white; blue with light blue and white; beige with brown and orange.



70% Basic color  
15% Each panel  
color



44% Basic color  
28% Each band  
color

#### ◀ DESIGN #27 For family room; living room

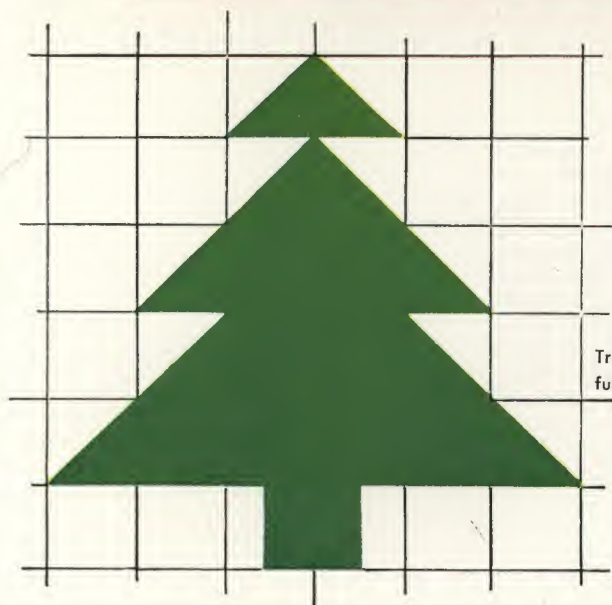
For the homespun, "Country" look, try this "woven" design of colored bands that may either contrast or harmonize with the background color. This design using 18" squares (shown here in red) works out well in a fairly large room, but it can be scaled down for smaller rooms by using 9" squares. If you use tile that has a directional pattern, be sure it flows uniformly along each band or have it uniform in *all* bands. Shown here: Red background with bands of beige and brown.

**Other Color Combinations:** Green background with black and white bands; black with red and white; yellow with brown and white.

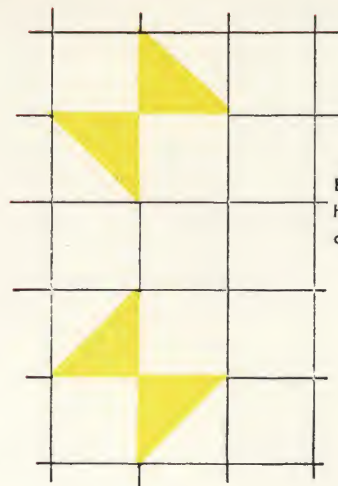
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# HOW TO HAVE FUN WITH NOVELTY TILE DESIGNS



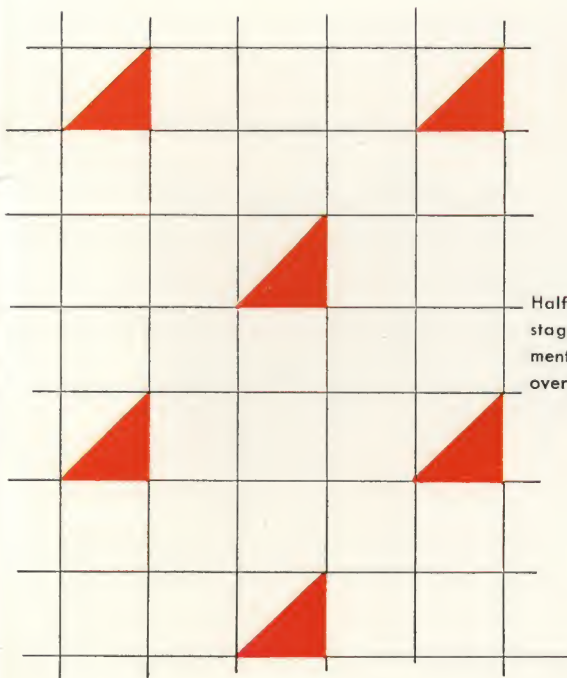
Tree, of half and full-tiles.



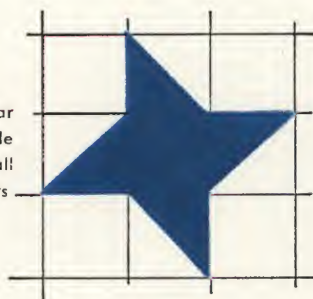
Butterflies cut from half-tiles on the diagonal.



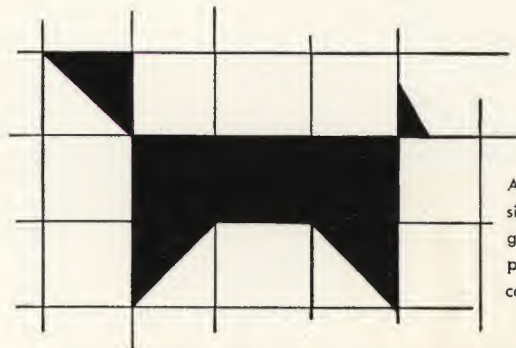
Broken ribbon border effect. Full and half-tiles



Half-tiles used in staggered arrangement as an all over design.



Four-pointed star made of 1 full tile and 4 half-tiles all of matching colors



Animals are simulated in suggested forms of part and full-tile combinations.



Ribbon motif uses half-tiles of contrasting colors on a neutral background.

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